

# Exporting Wisconsin Pet Food

International Agribusiness Center

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

#### DOG AND CAT FOOD EXPORTS

2020 Wisconsin Exports: \$94.09 million

Top Export Markets:

I – Canada (61.10%) \$57.49 million

2 – Hong Kong (19.31%) \$18.17 million

3 – Australia (10.51%) \$9.89 million

4 – Japan (4.64%) \$4.36 million

5 – Republic of Korea (1.87%) \$1.76 million

2020 U.S. Exports: \$1.725 billion

Top Export Markets:

I – Canada (49.40%) \$851.93 million

2 – Japan (6.92%) \$119.32 million

3 – Mexico (5.94%) \$102.39 million

4 – Australia (4.79%) \$82.67 million

5 – Hong Kong (3.98%) \$68.60 million

HS Code for Dog and Cat Food: 230910

#### DOG AND CAT FOOD EXPORTS

Wisconsin Export Growth 2019-2020: 16.94%

Top Export Growth:

I – Taiwan 5,632.58%

2 – China 1,900.56%

3 – United Arab Emirates 153.77%

4 – Republic of Korea 125.30%

5 – Hong Kong 83.52%

United States Export Growth 2019-2020: 5.79%

Top Export Markets:

I – France 456.40%

2 – Finland 443.37%

3 – Bangladesh 330.59%

4 – Palau 217.98%

5 – China 190.35%

HS Code for Dog and Cat Food: 230910

#### REGULATION OF PET FOOD

The Food and Drug Administration (FDA) regulates the manufacture of cat food, dog food and dog treats or snacks. To learn more about the FDA's regulations visit the pet food section of the FDA website.

The Association of American Feed Control Officials (AAFCO) establishes the nutritional standards for complete and balanced pet food in accordance with state and U.S. government regulations. For more information on the different state and national regulations visit the <u>AAFCO</u> website.





#### DEVELOPING AN EXPORT STRATEGY

Our staff can help you assess your company's export readiness



Develop an export plan that includes

- ✓ Realistic objectives and measurables goals
- ✓ A marketing component
- ✓ Action steps for executing export of product
- ✓ Export budget

Find a sample export plan here, <a href="https://www.trade.gov/sample-export-plan">https://www.trade.gov/sample-export-plan</a>

Also, the Wisconsin Economic Development Center offers ExporTech $^{TM}$ , a proven export strategy development program where companies develop a customized export plan.

\*See resources page for additional sample export plan resources

#### IDENTIFY TOP MARKETS FOR COMPETITIVE ADVANTAGE

Accurate, up-to-date market intelligence is essential to identify countries with the most potential for your product(s)



SCREEN POTENTIAL MARKET OPPORTUNITIES



ASSESS AND SELECT THE TOP MARKETS



DEVELOP YOUR STRATEGY AND MARKET ENTRY PLAN

#### INDUSTRY AND PRODUCT CLASSIFICATION

Every product has a unique classification number, known as a harmonized system code, HS Code.

A HS Code is the standard numerical method that is used globally across international trade in order to accurately identify traded products at a basic 6-digit level and 8 or 10-digit levels for country-specific definitions.

A HS code is used by customs authorities in every part of the world in order to allocate the correct rate of duty and tax for each product.

## IDENTIFY MARKET ENTRY REQUIREMENTS

Determine the import requirements for your products as each country has different market entry requirements including import quotas, licensing, labeling and tariffs.

#### Resources:

- USDA's Food and Agricultural Import and Regulations
   Standards Reports (FAIRS)
- Global Agricultural Information Network (GAIN)
- Animal and Plant Health Inspection Service (APHIS)
- Association of American Feed Control Officials (AAFCO)



#### PREPARING EXPORT DOCUMENTATION

Proper documentation is crucial for exporting pet food products. Be sure that documents are complete and accurate.

Please refer to the APHIS Import/Export website for country-specific documentation requirements.

Also, DATCP offers an Export Certificate Guidelines document that outlines certificates issued by federal and state agencies.

Watch the <u>Food Export Webinar on Export Documentation</u> for more information.



#### FINDING QUALIFIED FOREIGN BUYERS & HOW TO PREPARE FOR MEETINGS

There are a multitude of avenues to attract and obtain foreign buyers that are fit for your product(s). Consider the following:



- Food Export Midwest
- USDA International and Domestic Trade Shows
- DATCP International Agribusiness Center Calendar
- WEDC Global Trade Ventures

### FOLLOW-UP WITH BUYERS

It's important to follow up with buyers. To be successful in developing trade relationships be sure to:

- Correspond quickly after meeting buyer(s)
- Provide information requested (accurate pricing, quoting of products and shipment)
- Provide your contact information (email, phone number, website)
- Follow up on the follow up

# INCREASE MARKET SHARE WITH BRANDED PROGRAM FOOD EXPORT MIDWEST

Access Food Export Midwest Branded Program funds available to companies headquartered in the Midwest or Northeast regions of the U.S. who meeting SBA guidelines of a small business and promote brand name products with at least 50% U.S. agricultural content by weight interested in promoting product sales by increasing their international marketing efforts. Funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA).

Partial reimbursement (up to 50 percent) of approved activities such as:



- International web site development
- Development, translation & distribution of promotional materials
- Participation in foreign trade shows and exhibitions
- And much more

Learn more by contacting info@foodexport.org



# LEARN MORE ABOUT EXPORTING WITH FOOD EXPORT PROGRAMS

Food Export Midwest has a variety of FREE online training from industry experts. Recorded webinars and videos provide up-to-date exporter intelligence for companies looking to grow their export business. Topics include:

- Buyers Meetings & Market Research
- Trade Agreements
- Pricing & Payments
- Shipping & Export Documentation
- Region & Industry Insights
- Branded Program Training

Find the upcoming and past webinars on the Food Export Website



#### INCREASE MARKET SHARE

The Wisconsin Economic Development Corporation (WEDC) offers an International Market Access Grant (IMAG) that provides funding to support a company's specific export development and deployment strategy with WEDC's international staff providing technical assistance.

More information can be found here, <a href="https://wedc.org/programs-and-resources/global-business-development-program/">https://wedc.org/programs-and-resources/global-business-development-program/</a>

#### **RESOURCES PAGE**

Food Export Midwest – view resources, events and branded program funds

DATCP International Agribusiness Center – export certificate guidelines

Global Agricultural Information Network (GAIN) – search by country, product and exporter assistance reports. Reports include exporter guide, retail foods, food processing ingredients, HRI and many more

<u>USDA Foreign Agricultural Service (FAS)</u> – export data, world market reports, foreign buyer trade leads, import and regulation standards reports

<u>U.S. Free Trade Agreements (FTAs)</u> – current agreements with the U.S., that provide low or duty-free market assess

<u>International Trade Administration</u> – sample export plans

Wisconsin Economic Development Center (WEDC) – ExporTech™, export strategy development program

- Eastern Wisconsin: ExporTech™ | WMEP Manufacturing Solutions Western Wisconsin: ExporTech™ University of Wisconsin - Stout (uwstout.edu)

# QUESTIONS?

### The International Agribusiness Center Team Is Ready to Help.



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### International Agribusiness Center

https://datcp.wi.gov/Pages/Growing\_WI/InternationalAgribusiness.aspx

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